



FOR IMMEDIATE RELEASE
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Roosters Hold 14th Annual Food Drive Event to Feed 4,000 Local Families
Second Harvest Food Bank of Orange County hosts over 400 volunteers at annual holiday event

Irvine, CA – More than 400 volunteers gathered at Second Harvest Food Bank of Orange County early Sunday morning for the 14th Annual Roosters Holiday Food Drive event. Volunteers of all ages joined together to assemble 4,000 food boxes to provide holiday meals for needy families throughout Orange County.

The opening ceremonies included a rendition of the National Anthem sung by local singer/songwriter, Samantha Smith, with Colonel Tom Vetter of the United States Marines leading the Pledge of Allegiance. The Roosters were then presented with a Congressional Certificate of Appreciation by Congresswoman, Loretta Sanchez (CA-47) and a Certificate of Recognition by California State Senator, Lou Correa (Orange County).

Fourteen years ago, Rooster Chairman Emeritus and current President, Jeff Smith founded the Annual Holiday Food Drive by donating 100 boxes of food to hungry families because “it was the right thing to do.” On December 20, 2009, the Roosters will provide 4,000 food boxes because, “It is more than ever – the right thing to do!”

“Over the past year, the need for food assistance has grown by more than 30%, and the Roosters have once again stepped up to help meet that need. This year, they’re adding another 1,000 boxes to last year’s 3,000 – that’s an increase of over 33%,” said Joe Schoeningh, Director of Second Harvest Food Bank of Orange County.

Although Second Harvest has partnered with the Roosters for many years, this is the inaugural year for hosting the event at the Food Bank warehouse, a 121,000 square foot facility located on the former El Toro Marine Base.

“We’re thrilled to strengthen our partnership with the Roosters this year by opening up our indoor warehouse operations to their volunteers and further utilizing our purchasing capacity to help provide the turkeys at a lower cost. The efficiencies realized can then be reinvested into expanding their food assistance efforts,” stated Jerry Creekpaum, General Manager of Second Harvest.

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The food boxes will be distributed by 49 local non-profit organizations, such as Orange County Rescue Mission, Share Our Selves, South County Outreach, Families Forward, Boy's & Girl's Clubs and many more. Boxes will also be provided to families of deployed Marines and the California Army National Guard. Each box contains a 16 lb. turkey, potatoes, and other food staples to feed a family of eight.

“When organizations collaborate, our reach is greater – it’s a win-win for everyone involved. By pooling our resources, we’re able to serve more children, seniors, and families in need this holiday season,” added Schoeningh.

About The Roosters Foundation

The Roosters is an Orange County social and charitable organization consisting of 100 professional men of diverse backgrounds. Active in philanthropy since 1977, the Roosters’ primary purpose is to assist children within the community, while creating fellowship. Each year the Roosters raise hundreds of thousands of dollars for disadvantaged and at risk children. For more information, visit www.roostersfoundation.org

About Second Harvest Food Bank of Orange County

For 26 years, Second Harvest Food Bank of Orange County has provided more than 260 million pounds of safe and nutritious surplus food to over 430 charitable non-profit organizations throughout Orange County. The Second Harvest Food Bank of Orange County is a certified Affiliate Member of Feeding America (www.feedingamerica.org). For more information about Second Harvest Food Bank of Orange County or to learn how to help, visit www.FeedOC.org

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